

Field Talk

Version 11/11/94

Kit Number	POS Number (MIDAS)	Kit Description	First in Field Date	Final Order Date	Last in Field Date	Comments
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B&H

76662	NA	B&H POS Kit/National	2-May	16-Dec	30-Dec	
76896	76897	B2G1F 7-11 Promotion	16-Nov	16-Dec	30-Dec	
76898	76899	B2G1F Display Kit	16-Nov	16-Dec	30-Dec	
76900	76901	B2G1F Van Kit	16-Nov	16-Dec	30-Dec	
76916	76917	\$2.00 Off Ctn Kit	17-Nov	16-Dec	30-Dec	

Basic

04401	77026	Basic 40 Deal 2 Pack Lighter	19-Dec	13-Jan	27-Jan	
08001	77067	Basic Travel Alarm 30 DI Ctn Disp Kit	16-Jan	10-Feb	24-Feb	
08002	77068	Basic Travel Alarm 60 DI Ctn Disp Kit	16-Jan	10-Feb	24-Feb	
37801	76985	30 Deal B1Ctn G1/2 Free	14-Nov	16-Dec	30-Dec	
37802	76986	60 Deal B1Ctn G1/2 Free	14-Nov	16-Dec	30-Dec	
37901	76987	50 Deal B2G1F Pack Promo	14-Nov	16-Dec	30-Dec	
37902	76988	50 Deal B2G1F Military Pack Promo	14-Nov	16-Dec	30-Dec	
76836	NA	7-11 Header	6-Jun	16-Dec	30-Dec	
76995	76998	Menthol B1G1F 20 Deal Pack Kit	10-Oct	16-Dec	30-Dec	
76996	76999	Menthol B2G1F 20 Deal Pack Kit	17-Oct	16-Dec	30-Dec	
76997	77000	Menthol 1 Pk 20 Deal Lighter Kit	10-Oct	16-Dec	30-Dec	

Cambridge

02101	77027	B1Ctn G1/2Ctn 40 Deal Display	19-Dec	16-Dec	30-Dec	
02102	77028	B1Ctn G1/2Ctn 60 Deal Display	19-Dec	16-Dec	30-Dec	
37301	76890	B1Ctn G1/2Ctn 30 Deal Display	17-Oct	16-Dec	30-Dec	
37302	76891	B1Ctn G1/2Ctn 60 Deal Display	17-Oct	16-Dec	30-Dec	
37304	76880	B2G1F 40 Deal Kit	17-Oct	16-Dec	30-Dec	
37305	76881	B2G1F 40 Deal Military Kit	17-Oct	16-Dec	30-Dec	
77003	77004	30 Deal Lighter Kit	3-Oct	13-Jan	27-Jan	
77005	77006	30 Deal Sunglasses Kit	3-Oct	13-Jan	27-Jan	
77007	77008	30 Deal 3 Pack Cap Kit	3-Oct	13-Jan	27-Jan	
77021	NA	Special Offer Starburst	3-Oct	13-Jan	27-Jan	
77438	NA	B2G1F Sleeve	27-Oct	13-Jan	27-Jan	

Merit

05601	77069	Merit 20 Deal (w/20 Backup) Pk Pen	19-Dec	13-Jan	27-Jan	
05602	77070	Merit 30 Deal Ctn Calculator	19-Dec	13-Jan	27-Jan	

Marlboro

03501	77061	Marl 2 Pk Keychain 20 DI Disp Kit	16-Jan	10-Feb	24-Feb	
03502	77062	Marl 2 Pk Keychain 35 DI Promo Kit	16-Jan	10-Feb	24-Feb	
03503	77063	Marl 2 Pk Keychain 70 DI Disp Kit	16-Jan	10-Feb	24-Feb	
03504	77524	Nat'l Accts 2 Pk Keychain 20 DI Disp	16-Jan	10-Feb	24-Feb	
03505	77525	Nat'l Accts 2 Pk Keychain 35 DI Promo	16-Jan	10-Feb	24-Feb	
08116	77272	Marl 3Pk Racing Cap 15 DI Disp w/15bu	30-Jan	2-Feb	3-Mar	Miami
08117	77270	5Pk Racing T-Shirt 20 DI Disp w/15 bu	30-Jan	2-Feb	3-Mar	Miami

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77233	77234	Marl 2 Pk Keychain 20 DI Military Disp	16-Jan	10-Feb	24-Feb	
77029	77030	Marl Best of the West Matchbook Kit	9-Jan	13-Jan	27-Jan	
76826	76827	Retail Masters Sweepstakes Kit	17-Oct	13-Jan	27-Jan	
76865	NA	Wild Isle Sweeps Re-Order	8-Aug	13-Jan	27-Jan	
76993	76994	WW Sweepstakes Backup Kit	31-Oct	13-Jan	27-Jan	
76882	76883	Sweepstakes 3 x 4 Banner Kit 5 per	17-Oct	13-Jan	27-Jan	
76884	76885	Sweepstakes Large CB Overlay 5 per	17-Oct	13-Jan	27-Jan	
76886	76887	Sweepstakes Small CB Overlay 5 per	17-Oct	13-Jan	27-Jan	

Marlboro Regional Promotions

06801	70765	Marl Billy T-Shirt Kit	18-Apr	16-Dec	30-Dec	Region 5
76785	76786	Marl Billy T-Shirt Backup Kit	18-Apr	16-Dec	30-Dec	Region 5
06802	67447	Marl Bronc T- Shirt Kit	18-Apr	16-Dec	30-Dec	Region 5
76787	76788	Marl Bronc T-Shirt Backup Kit	18-Apr	16-Dec	30-Dec	Region 5
08901	70808	Marl 20 Deal 3 Pk Cap Promo	18-Apr	16-Dec	30-Dec	Region 5
08903	67455	Marl Medium B1G1F 60 Pk Disp Kit	9-May	16-Dec	30-Dec	Region 5
08904	67456	Marl Medium B1G2F 60 Pk Disp Kit	9-May	16-Dec	30-Dec	Region 5
76971	76972	Get the Gear 50 Pk Set Sell	12-Sep	16-Dec	30-Dec	Region 5
76725	72632	Summer Fest 5 Pk T-Shirt	20-Jun	16-Dec	30-Dec	Region 4
76726	76727	Summer Fest T-Shirt Backup Kit	20-Jun	16-Dec	30-Dec	Region 4
76791	67574	40 Deal 2 Pk Lighter Kit - Section 13	18-Jul	16-Dec	30-Dec	Region 1-Section 13

Marlboro Fixture POS

76952	NA	Marl 4' OHPM - English	16-Sep	13-Jan	27-Jan	Open Order
76954	NA	Marl 6' OHPM - English	16-Sep	13-Jan	27-Jan	Open Order
76955	NA	Marl 6' OHPM - Spanish	16-Sep	13-Jan	27-Jan	Open Order
76956	NA	Marl 8' OHPM - English	16-Sep	13-Jan	27-Jan	Open Order
76957	NA	Marl 8' OHPM - Spanish	16-Sep	13-Jan	27-Jan	Open Order
76958	NA	Marl 8' Maxi - Version III	16-Sep	13-Jan	27-Jan	Open Order
76961	NA	Marl Plan R Side Panel	16-Sep	13-Jan	27-Jan	Open Order
76963	NA	Marl System 2000 1' Header	16-Sep	13-Jan	27-Jan	Open Order
76964	NA	Marl Springload Spinner Header	16-Sep	13-Jan	27-Jan	Open Order
76970	NA	Marl Carton Header (Lit)	16-Sep	13-Jan	27-Jan	Open Order
76960	NA	Marl Low Profile Maxi	16-Sep	13-Jan	27-Jan	Open Order
76965	NA	Marl Retro Fit OHPM	16-Sep	13-Jan	27-Jan	Open Order

Marlboro Flex Plus 1995

77526	77527	9x3 Marl Flex Pricing Banner w/#s	26-Dec-94	15-Dec	29-Dec-95	
77528	77529	6x2 Marl Flex Pricing Banner w/#s	26-Dec-94	15-Dec	29-Dec-95	
77530	77531	Marl Flex Small CB Overlay	26-Dec-94	15-Dec	29-Dec-95	
77532	77533	Marl Flex Large CB Overlay	26-Dec-94	15-Dec	29-Dec-95	
81206	77534	Marl Flex 20 Ctn Display POS Kit	26-Dec-94	15-Dec	29-Dec-95	
81207	77535	Marl Flex 40 Ctn Display POS Kit	26-Dec-94	15-Dec	29-Dec-95	
81205	88001	Marl Flex 40 Pack Set Sell POS Kit	26-Dec-94	15-Dec	29-Dec-95	
88002	88003	Marl Flex Ctn IRCs (roll of 500)	26-Dec-94	15-Dec	29-Dec-95	
88004	88005	Marl Flex Pack IRCs (20 sheets of 20)	26-Dec-94	15-Dec	29-Dec-95	
88010	88011	Marl Flex 40 Pack Set Sell (P/F=1)	26-Dec-94	15-Dec	29-Dec-95	
88012	88013	MLP Pack IRCs (20 sheets of 20)	26-Dec-94	15-Dec	29-Dec-95	

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Rothmans/Players						
76646	NA	Rothmans POS Kit	1-Jul	16-Dec	30-Dec	
76647	NA	Players Carton Display Kit	1-Jul	16-Dec	30-Dec	
76659	NA	Players 40 Pack Set Sell	1-Jul	16-Dec	30-Dec	
76813	NA	Players POS Kit	1-Jul	16-Dec	30-Dec	
76879	NA	Players Out The Door Banner	31-Aug	16-Dec	30-Dec	

MultiBrand

77460	77461	Prem Brand Blitz B&H Temp POS	28-Oct	13-Jan	27-Jan	
77462	77463	Prem Brand Blitz Merit R1 Temp POS	28-Oct	13-Jan	27-Jan	
77464	77465	Prem Brand Blitz Merit R2-5 Temp POS	28-Oct	13-Jan	27-Jan	
77466	77467	Prem Brand Blitz VS Temp POS	28-Oct	13-Jan	27-Jan	
77468	77469	Prem Brand Blitz Parl Temp POS	28-Oct	13-Jan	27-Jan	

Virginia Slims

07001	72030	VS Tennis - Philadelphia/New York	17-Oct	16-Dec	30-Dec	Region 1
05801	77301	VS 95 V-Wear Post-it Note Pack Kit	16-Jan	10-Feb	24-Feb	
05802	77300	VS 95 V-Wear T-Shirt Ctn Kit	16-Jan	10-Feb	24-Feb	
36403	72107	VS Walmart B.O.D. w/Header	19-Sep	16-Dec	30-Dec	

Miscellaneous Visibility POS

76662	NA	B&H POS Kit/National	2-May	16-Dec	30-Dec	
76664	NA	VS POS Kit	2-May	16-Dec	30-Dec	
76665	NA	Parliament "Fountain" POS Kit	2-May	16-Dec	30-Dec	
76709	NA	Parliament Side Panels & Strips POS Kit	2-May	16-Dec	30-Dec	

Residual Inventory

The following Kits were extended. The Kits will be available until supply is depleted.

Alpine

76983	77001	Hipbag w/Carton Purchase	26-Sep	13-Jan	27-Jan	Region 2
76984	77002	Back Pack w/Carton Purchase	26-Sep	13-Jan	27-Jan	Region 4

B&H

25301	71019	20 Deal .25¢ Price Off	18-Jul	13-Jan	27-Jan	Region 4 & 5
25302	NA	.25¢ Off POS Kit	18-Jul	13-Jan	27-Jan	Open Order
25303	66090	40 Deal Ashtray Carton Kit	18-Jul	13-Jan	27-Jan	Open Order
32701	71002	.50¢ Off Pack Promotion	18-Jul	13-Jan	27-Jan	Region 5
32702	76782	.50¢ Off POS Kit	18-Jul	13-Jan	27-Jan	Region 5
67944	NA	.25¢ Off Sticker Kit (1 roll = 500 stickers)	11-Jul	13-Jan	27-Jan	Open Order
76902	76903	B1G1F Display Kit	22-Aug	13-Jan	27-Jan	Region 3
76904	76905	B1G1F Van Kit	22-Aug	13-Jan	27-Jan	Region 3
76906	76907	.50¢ Off Pack 20 Deal	17-Oct	16-Dec	30-Dec	
76914	76915	Ashtray Kit	17-Oct	13-Jan	27-Jan	
76910	76911	Dump Bin Kit	22-Aug	13-Jan	27-Jan	Region 3
76912	76913	B1Ctn G1/2 Ctn Free Kit	22-Aug	13-Jan	27-Jan	Region 3

Basic

76730	70824	SBO 20 Deal 1 Pk Lighter Kit	6-May	13-Jan	27-Jan	
76920	76921	Basic 45 Deal 2 Pk Lighter Kit	22-Aug	16-Dec	30-Dec	

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Kit Number	POS Number (MIDAS)	Kit Description	First in Field Date	Final Order Date	Last in Field Date	Comments
Cambridge						
12401	NA	40 Carton Umbrella Kit	18-Jul	16-Dec	30-Dec	Open Order
12402	NA	80 Carton Umbrella Kit	18-Jul	16-Dec	30-Dec	Open Order

Marlboro Country Store

67512	NA	Rockin' T Hispanic POS Kit	18-Jul	16-Dec	30-Dec	
76613	NA	Deluxe Coded Catalog	25-Apr	16-Dec	30-Dec	
76615	NA	Deluxe Non-Coded Catalog	25-Apr	16-Dec	30-Dec	
76789	NA	MCS Supplemental POS kit	23-May	16-Dec	30-Dec	60 posters, 5 chng mat
76795	NA	Country Store Costco Retail Kit	23-May	16-Dec	30-Dec	5 static clings
76811	NA	Country Store Retail Kit - Section 22	13-Jun	16-Dec	30-Dec	
76850	NA	Country Store Van Kit	11-Jul	16-Dec	30-Dec	
77015	NA	Retailer Rewards POS Chcklst Card III	20-Sep	16-Dec	30-Dec	

Marlboro Country Store Phase II

37401	76821	30 Deal 3 Pk Cap	19-Sep	16-Dec	30-Dec	
37402	76823	30 Deal 3 Pk Cap Backup	19-Sep	16-Dec	30-Dec	
76824	76825	Military 30 Deal 3 Pk Cap	19-Sep	16-Dec	30-Dec	
76854	NA	Country Store Sm CB Overlay 10 per	11-Jul	16-Dec	30-Dec	Open Order
76860	NA	Country Store Mobile Kit 10 per	22-Jul	16-Dec	30-Dec	Open Order

Marlboro

67947	NA	Marl 50 Pack Costco Set Sell	12-Jul	16-Dec	30-Dec	Open Order
76637	NA	Marl English Sell Sheet Kit	11-Apr	16-Dec	30-Dec	Open Order
76639	NA	Marl Van Prog Sell Sheet - Spanish	11-Apr	16-Dec	30-Dec	Open Order
76641	NA	Marl Van Prog English POS Kit	11-Apr	16-Dec	30-Dec	Open Order
76645	NA	Marl Van Prog Retail POS Kit - Spanish	11-Apr	16-Dec	30-Dec	Open Order
76818	NA	Menthol B1G1F 20 Deal	25-Jul	16-Dec	30-Dec	Open Order
82101	NA	Southland Flex	25-Jul	16-Dec	30-Dec	Open Order
76869	NA	Marlboro Clip Art Ad Slicks	4-Jul	16-Dec	30-Dec	Open Order

Merit

36201	70127	30 Deal 2 Pk Lighter w/Awards Catalogs	22-Aug	16-Dec	30-Dec	
36202	70138	45 Deal Ctn Lighter w/Awards Catalogs	22-Aug	16-Dec	30-Dec	
37001	76832	Summer T-Shirt Kit	27-Jun	16-Dec	30-Dec	
76799	76800	Banner Kit	22-Aug	16-Dec	30-Dec	
76815	76816	Additional Awards Catalogs	22-Aug	16-Dec	30-Dec	

Parliament

76665	NA	Parliament "Fountain" POS Kit	2-May	16-Dec	30-Dec	Open Order
76709	NA	Parliament Side Panels & Strips POS Kit	2-May	16-Dec	30-Dec	Open Order

Virginia Slims

22101	NA	VS 2 Pk Compact Mirror Kit	17-Jan	16-Dec	30-Dec	Open Order
22103	NA	VS Ctn Lipstick Lighter Kit	17-Jan	16-Dec	30-Dec	Open Order

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